

Samsonite + BounceX = More Identified Consumers, Better Service

The Problem

As the online shopping journey expands to an increasingly large number of devices, retailers like Samsonite are struggling to find more effective ways to identify their anonymous online traffic, improve customer experience and fully utilize triggered email.

Given Samsonite's smaller marketing team, they were looking for a partner that could give them personalized attention and support to help the team make strategic decisions and give them back the bandwidth they need to work on other major campaigns.

“BounceX is a tremendous partner, allowing us to leverage their effective email collection and identification technology to grow our email database, deploy high converting behavioral emails at an unprecedented rate, and decrease exit rates, all with minimal resources and time invested on our end.”

Jay Nigrelli
VP of eCommerce, Samsonite

The Solution

So, when Jay Nigrelli joined Samsonite as the VP of eCommerce, he remembered the superior service and results he received from BounceX in his former position at a different major retailer. He had tried working with another vendor, but found that they didn't have close to the same level of support and industry knowledge. With that in mind, Samsonite turned to BounceX to bring top-tier service and identify exponentially more onsite visitors.

With smart email capture techniques and onsite behavioral triggers, Samsonite drastically scaled their email list and sent more high-converting triggered emails based on users on-site intent and actions.

Our smart tech and world-class strategy and service has given Samsonite back the time in the day to focus on other needs for the business.

The Results

Together with BounceX, Samsonite amplified their digital marketing program. By implementing our proprietary identification technology, powered by a network of retailers and publishers, BounceX helped Samsonite identify 22% of their site visitors, 4X the industry average.

The new marketing program delivered by BounceX has been a smash hit, driving almost 14% of Samsonite's total digital revenue and expanding their marketable, identifiable email list to all-time highs.

With results like these, Samsonite was thrilled to bring BounceX on for seven more of their sites including, luxury brand TUMI and discount brands American Tourister and High Sierra, as well as SPECK Products, Lipault, Hartmann Luggage and Gregory Packs.

13.5%

of total digital revenue
driven by BounceX

22%

Identification rate

86%

email list growth
in 12 months

30,000

emails triggered per month

30%

Unique opens and
click-to-open rates

“ In today's ecommerce environment, there's so much room for retailers to utilize a truly data-driven approach to marketing. BounceX has helped us move into that reality and has allowed us to give our customers truly relevant marketing that converts at an unprecedented rate. Their performance was well worth the investment.”

Charlie Cole,
Chief Global eCommerce Officer, Samsonite